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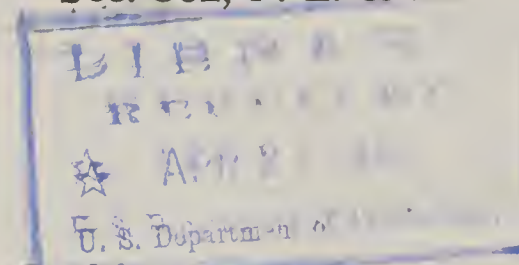
BOYSENBERRY PLANTATION

Lapeer, Michigan



“We SELL the NATION America’s FINEST GENUINE
NORTHERN-GROWN BOYSENBERRY PLANTS”

Sec. 562, P. L. & R.



NAME Mr. H. P. Gould

Principal Horticulturist in Charge

ADDRESS .. U. S. Department of Agriculture ..

CITY Washington

STATE D. C.

Return Postage Guaranteed

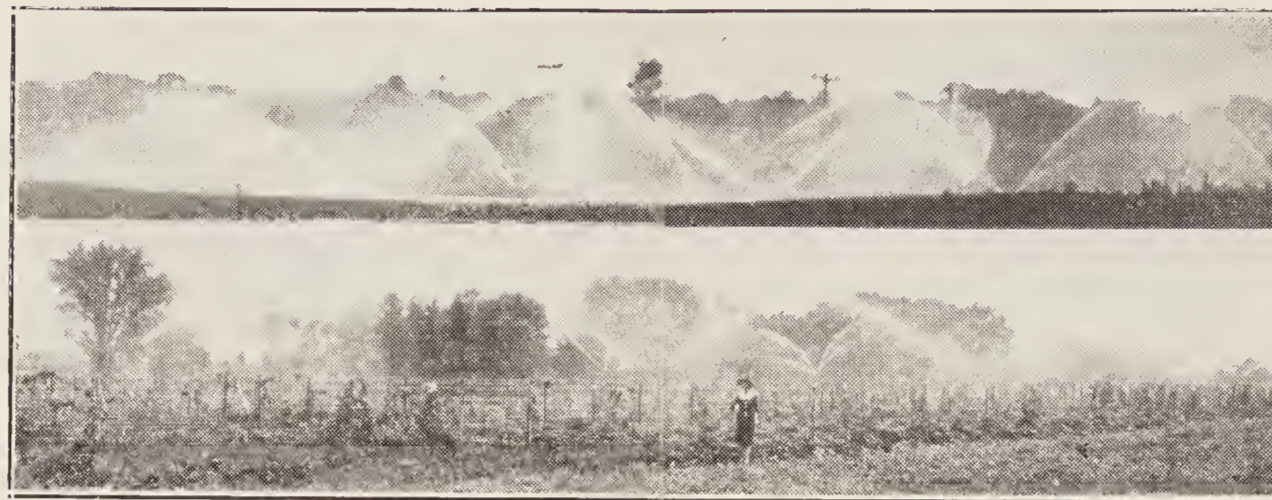


New Northern Growers California Boysenberry

Look to

Boysenberry Plantation

Lapeer, Michigan



"How to Grow the Boysenberry Successfully"

and

WHERE TO BUY AMERICA'S FINEST GENUINE NORTHERN-GROWN BOYSENBERRY PLANTS

EXCERPTS FROM LEADING NEWSPAPERS AND MAGAZINES

The Detroit Free Press—Tuesday, September 20, 1938—

"Fruit Discovery—Mr. Boysen has a new berry for us. On his California ranch he's produced a huge black-red fruit which he claims to be a cross between a raspberry, blackberry and loganberry. If you like one or all of these fruits, you're sure to rejoice over this new little number—it's better than all the rest.

Canned with a syrup like most other fruits, these big luscious fellows make an elegant showing in sherbet glasses, topped with a spoon of vanilla ice cream. Juicy and fragrant are the freshly baked pies made with these berries and a can of them (a number two can, mind you) sells for 32 cents.

Jelly made from the thrice-crossed berry is tart-sweet and smooth. A jar of it makes a thoughtful gift for the invalid friend. And at 25 cents you can't do better."

Market Growers Journal, October 15th issue, 1938—

"Boysenberries Grown for Quick Freeze by Michigan Woman With State's Largest Irrigated Plantation.

Irene Jarvis, Lapeer, Michigan, has the largest Boysenberry Plantation in the State and after careful test as to their suitability for the frozen-food market is propagating 100,000 plants."

SET PLANTS 8 x 8. A closer planting could be used for domestic purposes.

The Flint Journal, May 7th issue, 1938—

"Woman at Lapeer Successful with Boysenberry Plantation.

Irene Jarvis of Lapeer was among those successful in obtaining 1500 plants from the original Boysenberry Plantation in California. Today, one mile South of Hotel Barrett and a quarter of a mile East, in the city of Lapeer, is a replica of the original Boysenberry plantation planted and cared for just as the one which is so successful in California."

A customer from San Antonio, Texas, says: "I note the write-up in Market Growers Journal of October 15th of the wonderful things said about the Boysenberry. My sister had one which covered a fence some fifty feet and six to eight feet high. From this vine she put up as high as fifty quarts in a single year."

Here is a typical tray of Boysenberries ready for quick freezing. Frozen down in their natural state, they retain all of the fine qualities of fresh Boysenberries. The Boysenberry is one berry which may be frozen successfully without sugar. With this new variety, can you VISUALIZE its great potential market as yet untouched by competition with tremendous profits for those who have facilities for the "frozen pack"?



WE SELL THE NATION America's finest Genuine Northern Grown Boysenberry Plants

BECAUSE—

We purchased our parent stock from the original Boysenberry plantation.

We are equipped with one of Michigan's finest irrigation systems to assist us in developing unusually fine plants for RESALE purposes.

We are specialists with this new variety—all of our efforts are concentrated in growing the Boysenberry successfully. YOU WILL PROFIT FROM OUR EXPERIENCE. REMEMBER! WE ARE GROWERS—NOT JOBBERS.

HAVE YOU THOUGHT OF THIS?

With the price of Boysenberries per quart remaining very substantial for a few years, can you afford to lose out one full year on your planting? This year MUST COUNT. It is up to you to MAKE IT COUNT. Your success as a Boysenberry grower depends largely on the plants you purchase. Therefore:

SELECT YOUR 1000 plants from 100,000 GENUINE NORTHERN GROWN BOYSENBERRY PLANTS SCIENTIFICALLY GROWN. They may cost more—but they are WORTH THE DIFFERENCE.

To grow America's Finest GENUINE NORTHERN GROWN Boysenberry plants for resale purposes, one of Michigan's largest irrigation systems was installed. Only specialists in a specialized line would go to this expense. Avail yourself of plants now scientifically grown. MAKE RESERVATIONS EARLY TO INSURE DELIVERY WHEN THE TIME ARRIVES FOR SUCCESSFUL PLANTING.



At the "pumping station." This Union pump can take 500 gallons per minute from Flint River, part of which flows through the Jarvis' farms. The pipe is Champion light weight 6 inch steel feeding into 4 inch tubes.

The Detroit News, Sunday, May 8, 1938—

"Michigan Welcomes New Berry.

The Boysenberry, named for Rudolph Boysen, is a cross between the blackberry, the red raspberry and the loganberry. It ripens the first week in July. A single plant will produce a dozen to twenty canes. Six plants will supply a family of four persons, according to numerous experiments. The enormous berries, more than an inch long, are seedless and piquant in flavor. The brambles have been able to withstand temperatures of 20 degrees below zero without damage. Roots should be planted not later than the middle of June. Recently introduced into Michigan, it promises to prove a popular variety for the home garden and is well worth a trial."

CHOOSE THE BOYSENBERRY IN PREFERENCE TO ANY OTHER BERRY BECAUSE:

1. The Boysenberry is the most prolific yielder of any vineberry grown. When a plantation reaches maturity, a yield of 7,000 quarts per acre should result.
2. It is the largest vineberry grown, often measuring two inches in length. Ninety-two have filled a two-quart jar. The cost of picking is less because a quart is filled so quickly.
3. A price of 30c to 35c per quart can easily be secured for this new variety. HUGH PROFITS RESULT. When one takes into consideration that less than one-tenth of the population in the United States have ever tasted the Boysenberry, it will be some time before the demand can be supplied for this new luscious berry.
4. For "Quick Freezing," the Boysenberry is the finest berry on the market. It can be frozen like so many marbles or with sugar. Packed by this method, it is extremely profitable sold to Hotels, Restaurants, Commercial Pie Bakers, Confectioners, Ice Cream Manufacturers, Canners and Preservers.
5. For canning purposes, it has no equal. Its jams and jellies are superb. On the Pacific coast, the Boysenberry became famous because it is so adaptable to pies.
6. High in Vitamin C content, Boysenberry juice is not only exceedingly palatable but very healthful and a new drink called Caltone made exclusively out of Boysenberry juice is sold not only in the United States but abroad.
7. The Boysenberry is one variety which every grower, large or small, should have. It is easy to grow and sure to produce. Its merits surpass those of any other berry.

BECOME ONE OF THE FIRST TO GROW THE BOYSENBERRY IN YOUR COMMUNITY AND PROSPER WITH THIS NEW ACTIVITY.

Commercial Growers and Friends:

Concentrating all of our efforts in the growing of fine **Genuine Northern Grown** Boysenberry plants, we have spared no expense in growing the finest plants of this variety in America. It is not necessary to irrigate the Boysenberry to have success in producing berries but it is **MOST ESSENTIAL** to irrigate a plantation if one is to produce large sturdy **NORTHERN GROWN** plants for **RESALE** purposes.

No where else in America is there a Northern Grower concentrating all her efforts exclusively on the Boysenberry with an irrigation system designed expressly for the development of fine plants. Our success in growing fine plants can be instrumental in making **YOU SUCCESSFUL** in developing a fine plantation — one of which you would be very proud and more than that, one which should prove most **PROFITABLE**.

The success of a Boysenberry planting, whether large or small, depends largely upon the plants purchased. As one of the most successful growers east of Oklahoma, if not the most successful, and the owner of Michigan's largest irrigated plantation, we attribute our success to the **Genuine** Boysenberry plants we purchased in the beginning and the unusual care we have given them.

We, too, could have secured plants less expensive but while other growers lament their misfortune of having failed with their plantings, we can point with pride to a replica of the **Original Boysenberry Plantation** in California. Commercial growers especially should not consider a planting unless fine plants are secured and positively **GENUINE** Boysenberry plants.

Only a **GENUINE** Boysenberry plant will produce those unusually long canes from which the largest vineberries are grown and will become resistant to drouth and long cold winters.

We must use judgment in the careful handling of the canes for as we take care of the canes so will they take care of us. To those who are careless and uninterested, there is little remuneration in this new vocation but to those who are painstaking and interested, the Boysenberry offers unlimited possibilities. To **YOU** who have this new business at heart, either in a commercial way or as a small backyard grower, **WE ARE AT YOUR SERVICE**.

Successfully yours,

Irene Jarvis, Manager
BOYSENBERRY PLANTATION,
Lapeer, Michigan

State Inspected Plants covered by
Plant Grower's License No. 875 and
Certificate of Nursery Inspection
No. 291.

PRICE FOR GENUINE NORTHERN-GROWN BOYSENBERRY PLANTS including **FREE** booklet on
"How to Grow the Boysenberry Successfully."

Strong No. 1 tip-rooted plants	\$2.50 per 10
100 Strong No. 1 tip rooted plants	\$20.00
500 Strong No. 1 tip rooted plants	\$50.00
1000 Strong No. 1 tip rooted plants	\$80.00

**One Genuine Boysenberry plant from the
original Boysenberry Plantation in Cal-
ifornia, now acclimated and three years
old—A PARENT PLANT** **\$3.00**
(Only 5 sold to one individual)

DEPOSIT OF 33 1-3 PER CENT ON ALL C. O. D. ORDERS. DO NOT DELAY—ORDER NOW.

IMPORTANT NOTICE

HOW TO GROW THE BOYSENBERRY SUCCESSFULLY

by Irene Jarvis
Manager of Michigan's Largest Boysenberry Plantation.

"It is the planting of GENUINE NORTHERN GROWN Boysenberry plants and the knowledge on how to proceed with this new vocation which will count in successful Boysenberry growing. If we are to become successful commercial growers, we must proceed in an intelligent way."

As a special service to our customers purchasing an order amounting to

\$2.50 or more, we are releasing, free of charge, some very authentic "Cultural Instructions" on this new variety. Other interested growers may obtain this informative booklet for \$1.00 prepaid.

Your order will be carefully packed in good condition. All complaints of any nature must be made within five days after receipt of shipment accompanied by a signed statement from the express agent or postmaster at destination showing extent of loss or damage.

On account of our customers living in various states, we will not pay transportation charges. If not specified, we will use our judgment in forwarding either by mail or express.

Future delivery or C. O. D. orders must be accompanied by at least 33 1-3 per cent cash. (Do not send currency through the mail).

Remember, experience is the best teacher, and WITH OUR EXPERIENCE IN SUCCESSFUL BOYSENBERRY GROWING, may we become YOUR TEACHER IN HELPING YOU ALSO TO BECOME A SUCCESSFUL GROWER? While our liability ends upon delivery of Fine Northern Grown Boysenberry plants, the welfare of your plants is entirely dependent upon your care. As a final warning to YOU who desire to become most successful with a Boysenberry planting, do not be misled by cheaper plants, for results ARE APT TO PROVE THAT THEY WERE CHEAPER.

Reference: First National Bank, Lapeer, Michigan

